

Creating A Green Purchasing Program: The Carrot, The Stick, or The Sandwich

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With thanks to: Karl Bruskotter, City of Santa Monica



Presentation Outline:

- Examples of Green Purchasing
 - Products and services
- Choosing your Battle/Program
 - Current practices and future priorities
- Using Criteria to Define Green
 - Single attributes to complex standards
- Putting a Program in Place
 - The Sandwich Approach
- Motivating Behavior Change
 - Carrots, sticks, and other experiences

What is "green" purchasing?

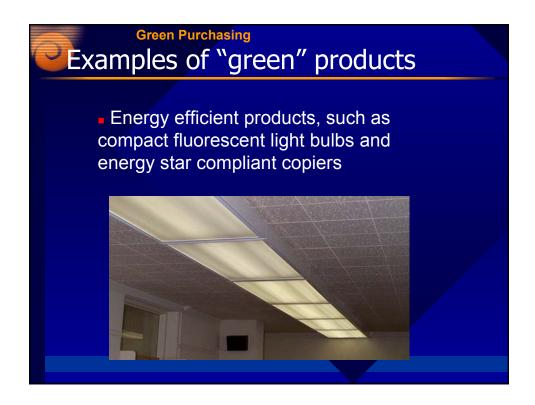
- AKA: Environmentally Preferable Purchasing (EPP)
- Executive Order 13101:

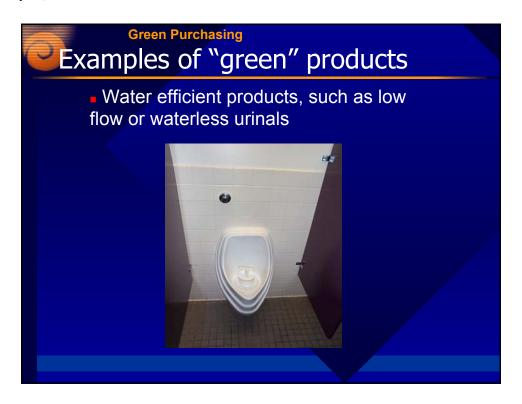
EPP means selecting "products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose."

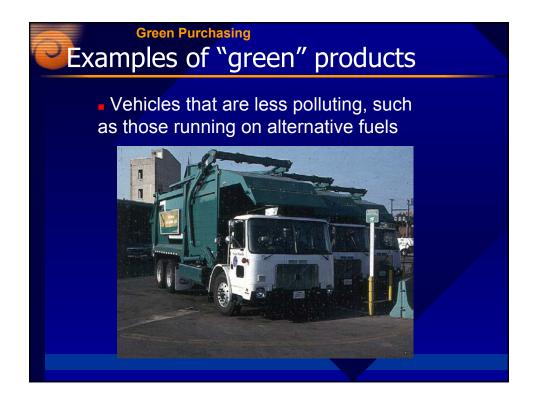
What makes a product or service "green"?

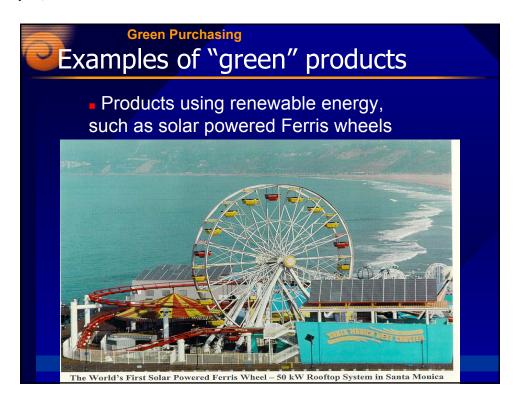
- Recycled content
- Energy efficient
- Recyclable
- Water efficient
- Conserve resources
- Less polluting
- Less toxic or hazardous
- Bio-based

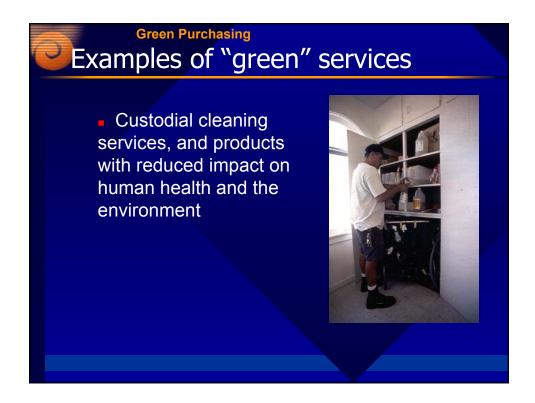


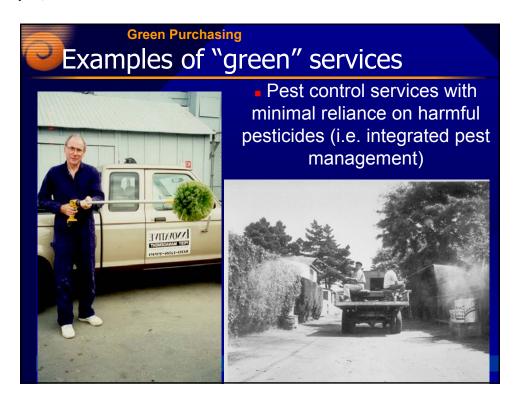




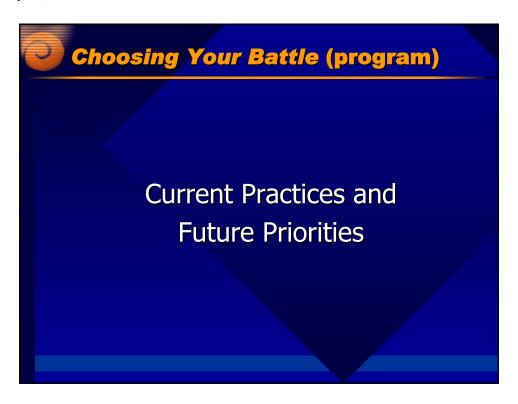


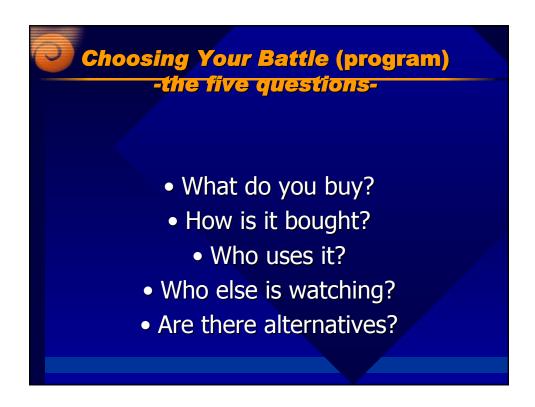














- Relative Quantities
 - Copy Paper vs Business Cards
- Relative Impacts
 - Pesticides vs Cleaning Products
 - Paper vs Computers



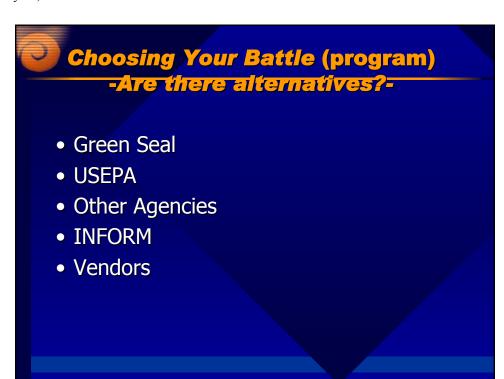
- Centralized vs Departmental purchasing
 - Custodial vs Fleet Maintenance products
- In-house vs Contracted Out
 - Pest Control: structural vs landscape
- Low Bid vs Best Value
 - Pressure Treated Lumber (CCA vs non-arsenic)
- Use of shared contracts
 - State paper or re-refined motor oil contract



- Potential End-Users and/or Stakeholders
 - Product Users
 - Carpenters: pressure treated wood
 - Custodians: cleaning products
 - Printing/Reproduction Services: paper, ink
 - Mechanics: parts washers, re-refined oil
 - Gardeners: pesticides

Choosing Your Battle (program) -Who Else is Watching?-

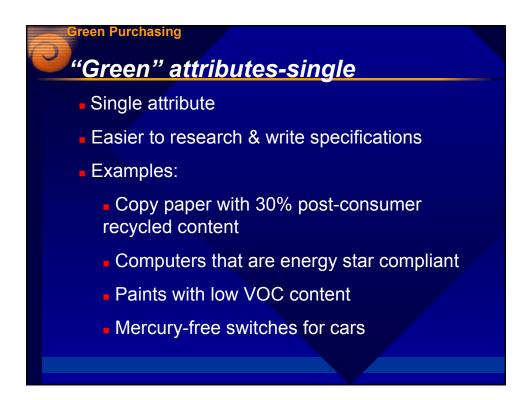
- Building Occupants
 - Concerns over indoor air quality
- Community Concern
 - Pesticides
- Local Officials
 - Batteries
- Legislators
 - Clean Water Act
- Granting Agencies
 - Scoring preferences



Choosing Your Battle: Santa Monica Example

- UCLA: Public Policy Center Report
 - Masters Thesis, 1993
 - Toxics use reduction assessment of City operations
 - Identify and prioritize the reduction in use of toxic products across city operations: Fleet Maintenance, Building Maintenance, Printing, Pest Management, Custodial







Green Purchasing

"Green" attributes-multiple

- Multiple attributes
- More difficult to research & write specifications
- Examples:
 - Copy paper with 30% post-consumer recycled content and process chlorine free
 - Computers that are energy star compliant and have reduced mercury content
 - Paints with low VOC content and no dibutyl phthalate



Complex Standards:

Santa Monica's Cleaning Product Specifications

Green Purchasing "Green" attributes for cleaning products Biodegradability No Carcinogens/reproductive toxins

- Bio-based
- DIO-Daseu
- No Endocrine disruptors
- No PBT chemicals
- No ozone-depleting compounds
- Skin and eye irritants
- Toxicity







